



3 PHASES
ENERGY SERVICES
Be Proud of Your Power

Utility Green Pricing Partnerships

A New Model for Building Green Pricing Programs

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Who Is **3 Phases Energy**?

Our Vision:

3 Phases' vision is to create or stimulate the creation of 100% renewable energy in our lifetimes

Our Operations:

Offices in Los Angeles, San Francisco, and Portland OR

28 generation facilities in 13 states, including over 1 MW of solar

20,000 customers in 23 states



Who Is 3 Phases Energy?

Our Services:

UTILITY PARTNERSHIPS

**Utility Green
Power Program
Design and
Management**

GREEN CERTIFICATES

**Retail and
Wholesale Sales of
Green Certificates**

GREEN DIRECT

**Direct Access
100% Renewable
Retail Electricity
Sales**

GREEN ONSITE

**Onsite Renewable
Generation and
Efficiency
Programs**

3 Phases' Utility Green Pricing **Partnerships**



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- #4 ranked program (MWhs), 5th (customers)
- Strong enrollments positioning program to increase rankings in future
- Procurement commitments bringing new cow power, solar, small wind projects online



- #1 ranking in US, by participation, among utilities serving > 550 meters
- 10% participation in 16 months
- Corporate and Fortune 100 participation

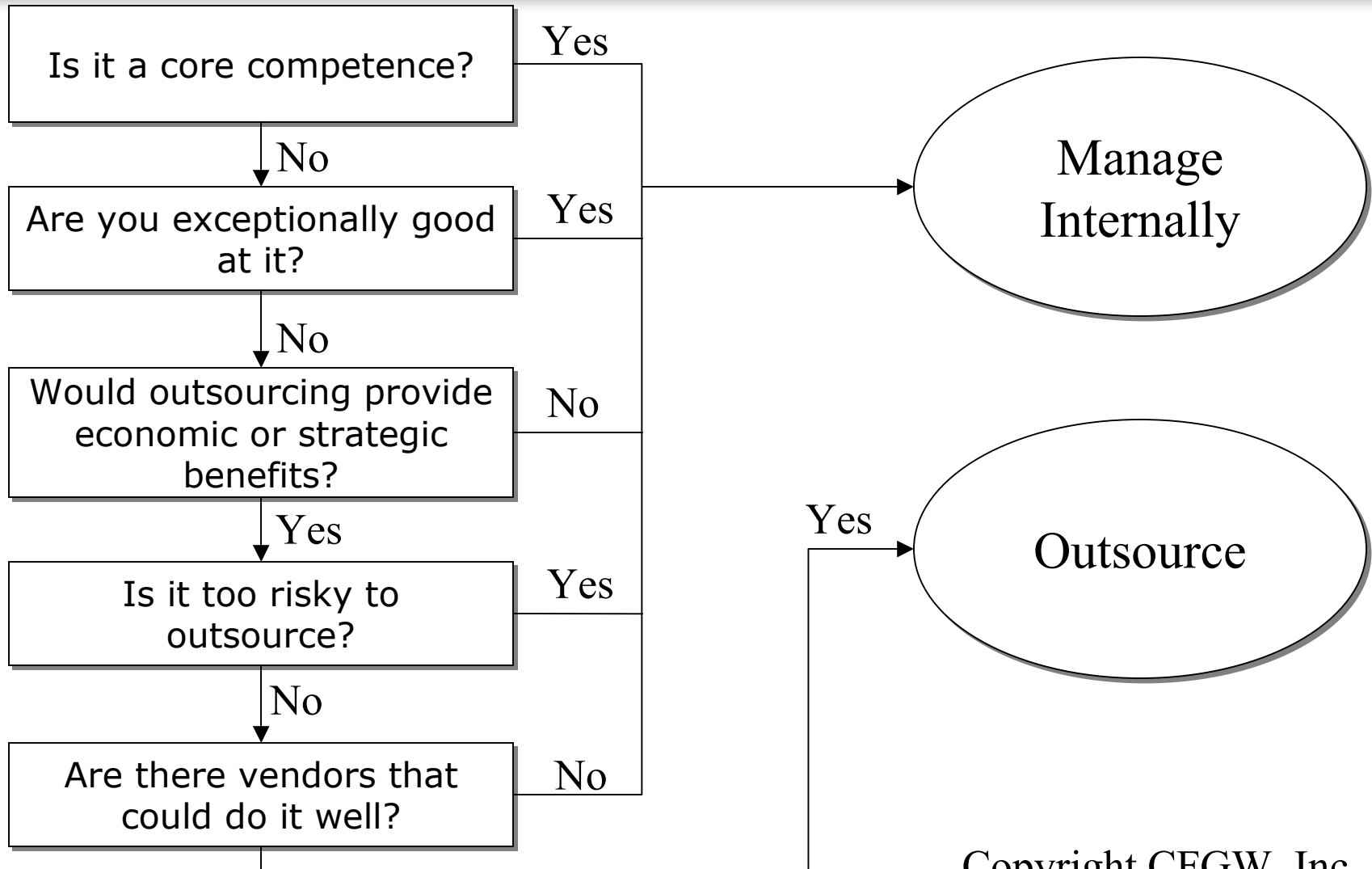


- Launch set for October 15th
- Anticipate will rank well nationally

CFGW *Guide to Outsourcing* Outsourcing Decision Tree



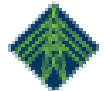
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What Partnerships Are Out There?

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What Does *Turnkey* Really Mean?



- Green Power Program Structuring Expertise
 - How much wind? What should the options be? At what price?
- Green Power Marketing Expertise
 - What months are best for direct mailings? What attracts customers to a booth at an event? What are the *most* effective bill insert designs?
- Staffing, Specialists, and Execution
 - Event, creative, marketing, corporate sales, procurement, public relations specialists
- Renewable Resource
 - Procurement of certificates and power; development of new utility-scale and distributed generation resources (solar, small wind, cow power)
- Risk Mitigation Services
 - What will happen to the program if prices rise?
 - Will we be able to forecast and meet the unpredictable/high resource needs of the program?

What **Evidence** Exists That They Are Successful?



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Partnership-Based Green Pricing Programs Successfully Build Enrollments



City of Palo Alto Utilities: 3,000 customers / 1st in nation (%)
among utilities serving > 550 meters



Florida Power & Light: 6,000 customers after six months



NIMO: 8,800 customers over first two year



NYSEG: 5,000 after six months



PacifiCorp's Blue Sky Program: 30,000 customers / 4th in nation (MWhs)



Portland General Electric: 30,000 customers / 2nd in nation (MWhs)

Why Utility Partnerships Work?



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- **Best of Both Worlds**
 - Green power marketers bring expertise, specialists, execution experience, best practices, and focus.
 - Utilities bring a brand, relationships with customers, channels to communicate with those customers
- **Pay for Performance**
 - Green power marketers' entire franchise depends on making programs successful, creating a powerful incentive to perform.
 - Not the case with utilities.
- **Shared investment and Risk Mitigation**
 - Reduces the risk and dollars at stake for any single party, compared to going it alone



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